

Judging Criteria

- Video submissions will be judged based on the criteria below.
- Each criteria is worth 25 percent of the total score
- Judges may give scores ranging from 0 - 10 (0 = low and 10 = high).

A) Content- 25 percent

- Script – how closely the video covers the specified components topic guidelines
- Creativity- the overall originality of the video; use of original ideas, illustrations, and style
- Coherence- does the video meet the objective of the contest; i.e. educate eligible voters on voting procedures.

B) Quality of Production – 25 percent

- Visual Aesthetics – the appearance of the video
- Cinematography- quality of the audio, lighting, camera steadiness
- Adherence to time limit

C) Technical Skill – 25 percent

- Camera operation
- Video Editing

D) Final Product – 25 percent

- Cohesiveness
- Overall Creativity
- Overall Accuracy of Information
- Overall Video Quality

<i>Judging Criteria</i>	Poor (0-3 pts)	Good (4-6 pts)	Excellent (7-10 pts)	<i>Score</i>
Content <ul style="list-style-type: none"> Script covers the specified components listed in guidelines Video speaks to the specified audience Video is creative and original in regards to illustrations, style and ideas Video is coherent and meets the educational objective 	<p>Message does not conform to specified guidelines/objective of video contest</p> <p>Video fails to hold to attention of the audience; illustrations do not necessarily aid the viewer</p> <p>Product is not coherent and have little educational value</p>	<p>Overall message/content covered is satisfactory; portions of the content were not sufficiently covered</p> <p>Video is creative and original and uses proper illustrations</p> <p>Educational value of the product is sufficient</p>	<p>Video does an excellent job at accomplishing goals and objective of the contest</p> <p>Video is innovative and creative</p> <p>Overall message/content is compelling, informative and has significant educational value</p>	
Quality of Production <ul style="list-style-type: none"> Visual effect is appropriate for audience Cinematography including audio, sound and lighting Adherence to time limit 	<p>Visual effects are of extremely low quality and does not target intended audience</p> <p>Limited ability to hear the presentation; audio is difficult to understand</p> <p>Lighting distracts from ability to view product</p> <p>Video does not stay within specified time limit</p>	<p>Visual effects target the intended audience and not distract from the ability to understand the video's message</p> <p>Audio in video is clear; volume levels are appropriate and consistent</p> <p>Lighting enables the audience to view the videos with clarity</p> <p>Video adheres to the specified time constraints</p>	<p>Visual effects target the intended audience and are creative</p> <p>Audio is clear and appropriate; music and sound effects are consistent with the actions on the screen</p> <p>Video adheres to the specified time constraints</p>	
Technical Skill <ul style="list-style-type: none"> Does the camera operator demonstrates skill needed to operate device Video editing 	<p>Camera operator does not demonstrate the skill needed to operate device</p> <p>Video is improperly edited with rapidly transitions</p> <p>Video is poorly executed</p>	<p>Camera operator demonstrates mechanical and technical skills needed to operate the machine</p> <p>Uses various camera angles that aid the audience in viewing the video</p> <p>Production team demonstrates displays familiarity with editing tools and the equipment</p>	<p>Video is edited in a manner that is seamless and editor displays familiarity with equipment; smooth transitions</p> <p>Camera operator demonstrates ability to skillful operate device</p> <p>Uses camera angels that enhance the viewing experience</p>	
Final Product <ul style="list-style-type: none"> Overall Cohesiveness Overall Creativity Overall Accuracy of Information Overall Video Quality 	<p>Lacks cohesiveness</p> <p>Video is not creative and original</p> <p>The information contained in the video is not accurate</p> <p>Video is of low quality and audio is unintelligible</p>	<p>Overall video covers the specified guidelines and is creative</p> <p>Information contained in the video is accurate</p> <p>Video meets the specified guidelines and objective</p>	<p>Video has a unique and innovative approach to the meeting the objective</p> <p>Video is accurate and informative Video - superior quality/ smooth transitions</p>	